

#helvet

ZERMATT

The majestic Alps and the ultimate
ski experience loom ahead and, under the
snow-covered rooftops, time stands still.



WINTER 2025-2026



REACH FOR THE CROWN

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LONGINES SPIRIT
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Winter in Switzerland naturally slows the pace. Snow softens the landscape, the light shifts with quiet precision, and every place seems to breathe in its own way.

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Editorial

The train doors open and the cool air rushes in. Welcome to Zermatt. A horse-drawn carriage tinkles across the train station's paved square. There are no cars here – well, only a few electric cars. The station blends instantly into the village as you travel along the pedestrian Bahnhofstrasse. There are chalets everywhere, a few old gädi (granaries), a church tower, and a mountain stream flowing over pebbles, which is sometimes draped in mysterious wisps of fog at dawn.

Above, the Alpine skyline unfolds before you, defying the heavens. The French and Italians may share Mont Blanc, but neither of them can claim to count as many 4,000-m peaks in their backyards (38 in a single glance). There's a mix of fresh faces and village veterans, but the ever-changing Matterhorn transfixes all. Just there, as you raise your gaze, an unparalleled ski area unfurls before you, enveloped in the soft, muted silence of the thick snow cover. A promise: seven to nine metres of snowfall each year.

Enjoying alpine cheese and charcuterie mid-run, with your skis still strapped on, is hardly insignificant. Served by one of the few high-altitude restaurants here that seem frozen in time, the experience exudes respected traditions and a desire to perpetuate them. All of Zermatt feels like a moment captured from the past. Far from here, below the seemingly endless mountain landscapes, the village centre has adapted in some ways. Famous chefs and fine dining have proliferated, as have the Michelin stars, revolving around local ingredients in all their glory. Even Gault&Millau have recognized 22 Zermatt locales in their celebrated guide, for a total of 315 points. The options seem endless for moments around a table, tasting and, finally, taking the time to savour the importance of the little things.

Yes, the entire world meets in the Matter Valley, keeping the flame alive. The numbers don't lie: last year saw an 8.4% increase in winter visitors, for a record-setting annual turnover of 100.1 million Swiss Francs. It's confirmation, above all, of Zermatt's success at captivating our imaginations.

Christian Bugnon

Publisher & Editor-in-chef



WELLNESS
SCHÖNEGG'S XXL INFINITY SPA
Zermatt's only Relais & Châteaux property recently unveiled a new 400 m² spa on two levels – tripling the surface area of the former spa. Of note is the spectacular infinity pool, which feels like you are floating over the village, with massage jets and an ergonomic bench that faces the Matterhorn. The two custom-designed, abachi wood saunas also offer panoramic views: the Finnish overlooks Zermatt, the Bio looks out at the Matterhorn. There's also bucket showers and a cold plunge pool with an ice fountain to kickstart your blood circulation... and leave feeling more relaxed than ever. The best part? You can enjoy these amenities anytime, as the Schöneegg is now open year-round.
schonegg.ch

GASTRONOMY
60 YEARS OF BREAD AND CHOCOLATE
In 1965, it all began as a modest café-boutique with a basement kitchen. Today, the Fuchs bakery counts four locations (with two cafés) where you can enjoy around 130 different specialties – sometimes more! Take, for example, the Bergführerbrot with apples, almonds and cinnamon, which won the Swiss Bakery Trophy, the iconic Matterhörnli chocolates shaped like the Matterhorn, the rhubarb summer cake, or the brand new Gâteau au Genépi, made with wildcrafted Alpine plants hand-harvested by Philipp Fuchs himself! This unmissable locale also makes the bread for the Grand Hotel Zermatterhof and the buns for the burgers served at Chez Vrony and the CERVO Mountain Resort.
fuchs-zermatt.ch

ADVENTURE
MAGICAL WINTERS IN THE GORNER GORGE
Found between Furi and Zermatt, the narrow Gorner Gorge *via ferrata* runs along one kilometre and includes three abseiling descents, ladders, Himalayan bridges and several ziplines. While most people visit in the summer months, the path is also accessible in the winter with a Zermatters guide – a thrilling activity that's available for 155 CHF per person (for groups of 4-6 people). It's a chance to see how winter transforms the gorge into a fairyland of ice cascades (which you can climb with crampons) and frozen stalactites.
zermatters.ch

CHRISTMAS
DANCING WINTER LIGHTS
As Christmas approaches, Zermatt once again dons its lights little by little until it sparkles like a magical, crystal kaleidoscope. When night falls on the ski resort, this winter wonderland comes to life in twinkling lights. You'll be drawn towards the elegantly draped branches of the Place de l'Église's large, majestically decorated Christmas tree, surrounded by shimmering chandeliers that dot the streets. Glowing crystal garlands of all sizes adorn the buildings, diffusing soft yellow, blue and purple lights, which slowly spread as the season nears, until all of Zermatt feels like a living fairytale.
zermatt.swiss

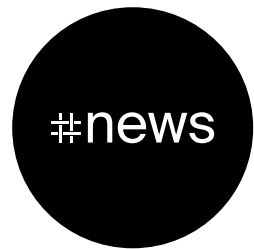
INFRASTRUCTURE
A NEW 8-SEATER CHAIRLIFT
Construction was still heavily underway this past autumn to ensure an on-time opening of the new Riffelberg-Gifhittli 8-seater chairlift. As the central transport link between several sectors, access to the new lift was optimised by designing a straight entry in the direction of movement, which improves the flow of guests and makes boarding much more comfortable for passengers. Designed and built by Leitner, the new lift can transport 3,400 people/hour and travels 6 metres/second. Also equipped with weather protection hoods, it operates in near silence, and the departure and arrival stations are both solar powered.
matterhornparadise.ch



INFRASTRUCTURE
ZERMATT INTRODUCES MOBILE TICKETS
Since summer 2025, access to the Matterhorn Paradise no longer requires a physical ticket thanks to the Skidata terminals that were installed last year. A first in Switzerland, Zermatt's mobile tickets work with Bluetooth, don't require an Internet connection and don't use any mobile data. They can also be used for season passes and annual passes. Mobile tickets can be purchased online or at ticket counters, must be saved to the Matterhorn phone application and then are activated when first used. After that, you don't even need to take your phone out of your pocket, the gates will open automatically!
matterhornparadise.ch



GASTRONOMY
CHEERS!
Craving a glass of Petite Arvine, Cornalin or Humagne Rouge from Sierre? Or perhaps you're celebrating a birthday with a little Louis Roederer? Within its welcoming and cosy antique wood building in Place de l'Église, Elsie's Wine & Champagne Bar welcomes visitors to indulge in wines from Valais and beyond. To accompany the large by-the-glass selection, the establishment also serves – on tables draped with white linens – an assortment of delights: oysters, caviar, escargot, cheeses, or even lobster pasta.
elsiesbar.ch



FESTIVAL
PLUG IN TO UNPLUGGED

The Unplugged festival has been lighting up spring in Zermatt for almost 20 years now, with a melting pot of nearly one hundred acoustic concerts over five days, which feature famous international artists, local musicians and emerging talent. There are at least 15 indoor and outdoor stages peppered throughout the village and in the upper areas of the ski resort – and some are exceptionally intimate venues! The next edition takes place 7th to 11th April 2026 and includes (as always) the Taste Village and some excellent after-parties.

zermatt-unplugged.ch



WELLNESS
**WARM RELAXATION
AT MIRABEAU**

Renovated and expanded in 2023-2024, the Hotel Mirabeau has been rebranded as the Mirabeau Resort & Spa, and it lives up to the new name! Hotel clients and day visitors can enjoy a new heated outdoor pool with an impressive view of the Matterhorn and a cozy textile sauna pavilion. It's perfect under gently falling snow in winter or basking under the radiant mountain sun in summer. In parallel, the Alpine Hideaway Spa offers its wellness experience daily in winter high season from 9:00-11:00 and 14:00-19:00.

hotel-mirabeau.ch



ECOLOGY
**ZERMATT CLASSIFIED AS
SWISSTAINABLE I**

Level I Swisstainable (“committed”) means committing to sustainable business management and to further developing business activities towards sustainability, a promising first step in the right direction for Zermatt. The label, which was created by the Swiss Confederation in collaboration with Switzerland Tourism, proposes a new approach to travel. It promotes development that respects nature long-term, while also encouraging visitors to consume locally and to stay for longer periods. What’s not to like about that?

zermatt.swiss





ACTIVITY
**WHITE ROOFTOPS
AND BLACK NOSES**

In summer, they frolic the Alpine fields and wildflowers. But what happens to the black nosed sheep in the winter? They move to the stable, of course! Their curly white coats and black ears and legs are charming indeed. You can get close and personal with them every Wednesday from 17 December to mid-April, accompanied by the Julen family, who take great care to share the inner workings of this Valais tradition which they have helped resurrect. You may get to pet one (if you're lucky) and will enjoy an aperitif plate with cheese, dried meats and sausage from the farm.

julen.ch

ECONOMY
**100 MILLION:
NEW HORIZONS FOR
BERGBAHNEN**

The records accumulate with each passing year. For the 2024-2025 fiscal year, for the first time in its history, Zermatt's lift operating company (Bergbahnen) recorded over 100 million (100.1) Swiss Francs in sales. The company also boasted that exactly 897,268 visitors bought journeys aboard the Klein Matterhorn and Matterhorn Alpine Crossing connections. And while a quarter of sales came from the summer season, winter is truly when the company shines, with the winter season noting an 8.4% increase in visitors.

matterhornparadise.ch

HORLOGERIE
**WATCHES
AND WONDERS**

For one week each year, Geneva becomes the beating heart of global watchmaking. Taking place 14th to 20th April 2026, the next edition of Watches and Wonders will welcome some 66 watchmakers, a dozen of whom are participating for the first time – including the legendary Audemars Piguet. As in previous years, the first four days of the trade show are reserved for industry professionals, while the last three days are open to the public. Two spaces are reserved for independent creators, including the Lab, which facilitates connections between industry innovators and startups. Like last year, there will also be related activities throughout the city.

watchesandwonders.com

WELLNESS
SOURCE OF LIFE

2025 is most definitely the year of the spa in Zermatt. After the Schönegg and the Mirabeau, it's now the Grand Hotel Zermatterhof's turn to revamp its wellness facilities. On the menu at the newly updated Vita Borni Alpine Wellness spa is a 15-metre indoor pool, a Finnish sauna, a hammam, a sanarium for anyone who prefers milder temperatures, a stalagmite ice fountain (brrrr), experience showers, and... no fewer than two whirlpools – one indoors, one outdoors – both of which boast fantastic views of the Matterhorn.

zermatterhof.ch



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Matterhorn ski paradise

All the reasons in the world
to ski in Zermatt

Text Daniel Bauchervéz

Photos Zermatt Tourism

The resort and the mountains surrounding Zermatt receive 3-4.5 m of snow each year, which makes a lovely coating on the Gorner Glacier.





The lowest part of the ski area is at 1,620 m, while the highest (the European record!) is at 3,899 m. Named the “Best Ski Resort in the Alps” in four of the five most recent surveys, Zermatt is by far the most famous ski resort on the continent.

Impossible to ski from the top, the Matterhorn has only ever been tempted by a handful of extreme skiers. © Michael Portmann

OUR FOREVER HOME

Rise
with the
Mountain

MAMMUT

It's difficult to imagine a chairlift that's more panoramic than one with a view of the Matterhorn — it will blow your mind!

Firstly, there's the village, cherished for its authenticity and serenity, the absence of cars, and the high quality of its facilities. There's the iconic Matterhorn, which reigns over this corner of the valley like a queen, surrounded by the largest concentration of high summits in the Alps: no fewer than 38 different peaks here reach over 4,000 m.

Then, there's the Matterhorn ski paradise: 147 slopes for all levels that crisscross 360 kms between Switzerland and Italy, three quarters of which are on glaciers or are equipped with snow cannons in case of light snow (rare at this altitude!). It's difficult to experience it all in a day, so one must choose: sections of Rothorn or Gornergrat, the Matterhorn Glacier Paradise that gives access to the Theodul Glacier (where you can even ski in the summer!), or perhaps the sun-kissed, southern-facing Italian slopes near Breuil-Cervinia or Valtournenche... Either way, the domain boasts 21% blue level slopes, 61% red, and 18% black and yellow, along with an excellent snowpark and Wolli Park in Sunnegga for the kids (complete with a magic carpet).

It also matters how you get there. Zermatt is known for its very modern, high-class infrastructure (where one rarely has to wait in line). Take the panoramic T3 cable car for example, which connects Trockener Steg (2,939 m) and the Klein Matterhorn (3,883 m) quickly and smoothly, thanks to engineering that requires only three support pillars. The line was further extended in 2023 with the trans-border Matterhorn Alpine Crossing, which connects the village of Zermatt and Breuil-Cervinia, without you having to step in the snow even once! Yet while Zermatt clearly embraces new technology, it



also remains true to its origins as evidenced by the Gornergrat cog train, inaugurated in 1898 and still running strong today. The ride offers 33 minutes of joy with non-stop views of the Matterhorn and the long, frozen Gorner Glacier — the second longest glacier in the country at 12 km. So Swiss.

And of course, there's the legendary ski runs. First up is the run connecting Klein Matterhorn to the heart of Zermatt: 25 km of non-stop skiing, 2,263 m of altitude change, and an exceptional Matterhorn vista. On the other side, the Reine Blanche hurtles towards Valtournenche over nearly 20 km. For the more experienced, the Pista Nera del Cervino (n°59), aka The Wall, at the base of the southern mountain face offers intense thrills with passages at 65°. More interested in the scenery? Try Rothorn-Sunnegga (n°11 & 7), Tufternkumme (n°15), or the Hirli area (n°52 & 54), which all offer breathtaking views of the Matterhorn. Another more accessible highlight is the “First Track” pass between Trockener Steg and Furi, offered all season on Mondays and Thursdays at 7:40, before the slopes open to the public. It's the best way to feel like you have the mountains all to yourself.

matterhornparadise.ch

New age nomadism

Catch your breath, at 1,600 m in altitude

Text Samia Tawil

Photos CERVO Mountain Resort



The days of nomad mountain living with extreme skiing in between two conference calls seem over. To shake the stress, the new trend leans towards finding inner balance: yoga, mediation... getting in touch with one's inner self.

Some establishments have been leading the trend for several years already. The CERVO Mountain Resort, in Zermatt, pioneered a holistic high mountain offering with their ice bath experiences, which link breathwork and a Russian banya ritual where sauna participants are whisked with birch branches to improve blood circulation. Zermatt coach Sven Chanton, who has overseen several wellness treatments offered at the CERVO's Ātman Mountain Spa from 2023 to 2025, explains the theory behind it in more detail: "There are several benefits to ice baths that go far beyond the physical benefits. It's really about learning how to relax in discomfort, which has the power to transform how we see our circumstances."

As a former top-tier skier, Sven discovered breathwork during a recovery trip to Bali after he had injured his meniscus. The experience allowed him to free himself of several unexpected traumas, and he adopted certain practices moving forward to help alleviate psychosomatic blocks.

Today, while he is primarily sought out by athletes, he offers private retreats and has noticed an increasing number of digital nomad clients. "The freedom their lifestyle gives them is actually a double-edged sword, because it comes with a heavy mental load. Through these sessions, we work on creating the space they're missing, which is as much spiritual as it is physical". The Alpine silence offers its own remedy, a communal refuge for these digital travellers that are used to normally coping with stress alone.

RESTAURANT
SAVEURS
by Schönegg

WHERE TASTE MEETS ALTITUDE

At our table, every plate finds its balance — refinement with a sense of adventure, familiarity with a touch of surprise. Here, the timeless elegance of French cuisine meets the purity of Alpine ingredients and subtle international influences. Our cuisine speaks of respect for every product and of curiosity — we aim for precision that leads to simple culinary pleasure.

Every flavour finds its perfect match in our carefully curated wine cellar of more than 500 labels, inviting guests to choose the perfect companion for their meal. From expressive regional vintages of renowned Valais domaines to distinguished old-world classics, our sommelier and team guide you through pairings that reveal every nuance on the plate — all part of a delightful and savoury dining experience in our restaurant, framed by breathtaking views of the Matterhorn.



HIGH CLASS ZEN FESTIVALS

These observations led to the creation of holistic wellness festivals in the mountains, in the same vein as the Schloss' Flow Weeks in Zermatt, organised each season — with the next one taking place 1-6 March 2026. The key words? Nature and mental reset. From guided walks through nature harvesting medicinal and anti-stress plants, to open air mountain drawing sessions, ecstatic dance and even good old-fashioned yoga... if your chakras aren't aligned after all that, the warm exchanges over lunch — surrounded by the absolutely breathtaking panoramic views — will surely do the trick. And that's one of the other key reasons participants sign up to attend.

In Verbier, too, conscious co-living is all the rage. Take for example Snomad Fest in Liddes, which hosts its second edition from 7-17 December, combining ski passes, conferences and debates around the challenges of nomad living. It's goal? To connect nomads to one another and evolve into an annual international gathering.

There's also Inspire Verbier, which organises weekends and micro-retreats in collaboration with several high-class hotels. The unbeatable Chalet d'Adrien (Relais & Châteaux) organises ski and yoga retreats for three to five nights, which include spa treatments and gourmet vegetarian meals by Michelin-starred Chef Sebastiano Lombardi — dishes that invite you to lean back and let your soul be nourished.

In Crans Montana, the Six Senses luxury hotel proposes some of the most creative healing sessions year-round: from a fall yoga session that marks the International Day of Peace to a sound healing workshop featuring Nepalese

gongs, timed perfectly for sunrise in the spring... here, any reason to connect with one's inner self is a good one. The hotel also hosts the Alma Frequency festival in June, which is centred around wellbeing, longevity and mindfulness. This large-scale wellness retreat primarily attracts large swaths of digital nomads, who attend in hopes of a cleanse from their habitual routine of productivity and exhaustion, and a chance to meet with renowned personal development specialists. The Six Senses also offers premium wellness events throughout the winter season, making it a natural gathering place for digital nomads who want both luxury and health, with dedicated remote workspaces.

CREATING A SERENE FUTURE

It's worth noting that in Switzerland, “workactions” have become the norm. According to a Flex Work study, more and more employees request to work remotely for certain periods; more than 15% even consider remote work as a non-negotiable part of their employment contracts. But is the freedom touted by freelancers all that it's cracked up to be?

“Having no set work hours also means being available all the time, and that's the spiral we're trying to combat through these experiences. It offers people a chance to completely unplug and recharge”, explains Sven. There's no doubt that burnout also affect digital nomads. And although the door to freedom is half ajar for these world travellers, who had the courage to adopt a lifestyle many others never would, they also have to work twice as hard to find some semblance of peace and wellbeing. And the mountains offer a perfect contemplative setting, a welcome pause where it's easy to focus on simply “being”.

#news

WATCHES AND WONDERS GENEVA

14-20
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EXPERIENCE
WATCHMAKING

watchesandwonders.com



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ECOLOGY

POWERING THE FUTURE

“The Gornerli reservoir is a crucial piece of the puzzle for Switzerland’s future energy needs”, said Federal Councillor Albert Rösti one year ago. This in-the-works, multi-use reservoir, planned for the heights of Zermatt, is actually the country’s largest hydropower project. The plan includes building a dam wall (that’s 3-4 km long and 85 m high) that will retain glacial runoff, then channel the water to the existing Grande Dixence treatment facilities to produce energy when it is in highest demand – to the tune of 200 million kWh per year (enough to power 400,000 households). The dam will also help with flood control. The project’s preliminary draft is complete, and a law adopted in September 2025 by the Swiss federal parliament, which accelerates procedures for renewable energy projects, means the project should be completed by 2031.



SHOPPING

THE MONTBELL JUBILEE

Above all, it’s the story of a young man who’s passionate about the mountains, Isamu Tatsuno, who dreamed of conquering the north face of Eiger and the Matterhorn. When he returned to his native Japan, after achieving his mission, he founded the country’s first climbing school and then, at age 28, launched an outdoor equipment and clothing company: Montbell. That was in 1975, exactly 50 years ago. It was the start of a long ascension, carried by the brand’s reputation for ultralight gear and motto: Light and fast. Very attached to Zermatt, Isamu Tatsuno returned often and opened a Montbell store in 2015, exactly 10 years ago – located at n° 2 Bahnhofplatz, across from the train station.

montbell.com

SHOPPING

REGAL PLAIDS FOR WARM WINTERS

“True luxury quietly lies in the details”. François Viñas has been carrying on more than a century of textile traditions that embody softness, cozy refinement, timeless beauty and superior quality, and has launched a new line of ultra-high-end plaids and decorative home textiles: Viñas Genève. Designed in Switzerland to reflect the country’s most legendary locations and their heritage, the textiles are made in Northern Italy (in Biella, Piedmont) by a company that has a long history of expertise in woollen fabrics. Each plaid is made in a limited run of only 50 pieces. They can already be found at the La Réserve Geneva Hotel and Spa and the Guarda Golf Hotel & Residences in Crans-Montana.

vinas-geneve.com

The art of delightful dining

The stars of Zermatt

Text Claude Hervé-Bazin

Photos The Omnia | Alpine Gourmet Prato Borni | Schöneegg

If Switzerland is a foodie paradise, then Zermatt sets the bar. Each year, the exact number of Gault&Millau rated restaurants and points varies, but never descends the summits, this year being no exception: 22 rated restaurants for a total of 315 points!

At The Omnia, wild mushrooms are transformed with a shortbread biscuit and pellets infused with Japanese miso.





At After Seven at the Backstage Hotel, the green pea soup marries wasabi beneath a flaky pastry bridge, topped with mint and green pea Chiboust cream.



Pigeon, local charcuterie, celery and chanterelles: a new take on autumn at Alpine Gourmet Prato Boni.



At Marmo, the organic poached egg with a light potato and Piedmont porcino mushroom mousse, topped with herb and yeast crumble, is astonishing!

No other Swiss ski resort even comes close. With its plethora of excellent dining options, scattered across the village and the Alpine pastures, Zermatt offers an extremely varied selection of very good eats. From classic stube filled with the smell of melting cheese, to rustic mountainside chalets, creative and high-calibre gastronomy and a wide variety of vegetarian choices, in Zermatt your options abound, with most centring around local and seasonal menus. We explore a small selection of our favourites.

THE OMNIA

The Omnia greets its guests with an elegant dining room, a panoramic terrace and simply fantastic cuisine. As Gault&Millau’s “Discovery of the Year 2025”, Chef André Kneubühler earned the establishment an extra two points (for a total of 17) since taking the helm nearly two years ago. “For souls nobly born, valour doesn’t await the passing of years”, goes the Corneille expression, which fits like a glove for this 31-year-old Chef, who trained under Tanja Grandits of the famous Restaurant Stucki in Basel. The Omnia embraces a similar philosophy, which revolves around best-in-class, seasonal produce, impeccable presentation and a vegetarian-leaning menu with a few meat and fish options to choose from.

the-omnia.com

AFTER SEVEN

With one Michelin Star and 17 Gault&Millau points, After Seven at the Backstage Hotel has topped the list of Zermatt’s best restaurants for years, under the direction of Head Chef Florian Neubauer and Sous Chef Patrik Simon. It’s teamwork at its finest. Between the signature theatrical décor by architect-artist Heinz Julen (the establishment’s owner), the chefs passing through the dining room, the quirky ambiance and the surprise five-to-six-course menu, dining here is always an adventure. One thing is certain, the high level of creativity – both in terms of taste and presentation – never distracts from the balance and harmonies, which are always perfect, complimented by locally produced and international wines.

backstagehotel.ch

RISTORANTE CAPRI

It’s a perfectly executed dance. Every winter, when the season slows in Italy, part of Salvatore Elefante’s team leaves the kitchens of Il Riccio, a famous restaurant on the island

of Capri, for those of the Mont Cervin Palace in Zermatt (which opened in 1852). Elefante’s cooking, which has its roots in his love for the catch of the day, is always inspired by the here and now and features a certain signature simplicity. His easy-going dishes revolve around the pleasure of eating, brought to life by Chef Vincenzo Tedeschi, in a smoothly paced journey that’s peppered with some of the master chef’s timeless classics, like the ravioli caprese or the taglioni with shrimp from Mazara del Vallo and Sea Asparagus. It’s “Capri made in Zermatt”, boasting 17 points and one Michelin Star.

montcervinpalace.ch

ALPINE GOURMET PRATO BONI

For starters, there’s the prestigious setting of the historic Grand Hotel Zermatterhof, founded in 1879 and loved by celebrities and royal families alike. Then, there’s the beautiful view of the Parish Church of St. Mauritius from the high-ceiling dining room, complete with chandeliers and wood panelling. What’s more, a new dining era began here this summer with the surprise arrival of Chef Stefan Lünse, formerly of the Lenkerhof gourmet spa resort (Relais & Châteaux). The menu revolves around flavour contrasts and complexities, featuring local produce and oft-forgotten techniques, resulting in some surprising combinations. Despite the changes, the restaurant maintained its 16 points and Michelin star.

zermatterhof.ch

BRASSERIE UNO

It wasn’t long ago that Brasserie Uno scored 13 points with Gault&Millau, but the jump to 16 points in the latest edition of the guide is simply spectacular! A fantastic rise that’s reinforced by one Michelin Star and one Green Star. The brasserie namesake reflects a more relaxed ambiance in comparison to the ski resort’s other fine dining establishments. There’s no menu here. Instead, Mexican Chef Luis Romo and Italian Chef Tommaso Guardascione revolve their open kitchen around a unique and surprising six course menu, which overflows with unusual ideas and seasonal, local produce. Much more than a meal, it’s an energetic demonstration of their talent that unfolds over three and a half hours of pure alchemy.

brasserieuno.com

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At Saveurs at the Chalet Hôtel Schönegg, the salmon-trout flambé is served with a superb rhubarb ceviche and a pink bullion.

SAVEURS

After the Zermatterhof changed Head Chef in early summer, it's now the Chalet Hôtel Schönegg's turn to pass the baton. Luckily, it's the current Sous Chef Max Latt, who hails from Alsace and has been at the Schönegg (Zermatt's only Relais & Châteaux property) for a year, who will take the reins this fall. His mission: cement the restaurant's 15 recently obtained Gault&Millau points by leaning into the exotic fusions he is known for. To accompany the food, the hotel still boasts one of the ski resort's best wine lists, shining a spotlight on the owner-winemaker's personal selection and other Valais wines, complimented by superb crus from Bordeaux and Burgundy... and, as always, a spectacular view of the Matterhorn!

schonegg.ch

BAZAAR

It's a devilishly well-chosen name, evidenced by the décor for starters: sunlight-drenched benches topped with throw pillows, ceramic chandeliers and exotic curios. The menu also reflects the name, with a score of small, shareable plates inspired by the geographical expanse between China and the Middle East. Featuring 100% vegetarian mezzé, momos (Tibetan inspired ravioli) and dim sum (literally

“touch the heart” in Cantonese), the menu invites nibbling with a cocktail in hand, like the astonishing East, which marries bourbon, dates, pomegranate, rose water and lemon! A journey in of itself. Boasting a Michelin Bib Gourmand, it's more of a beautiful lounge experience than a classic restaurant offering.

cervo.swiss

MARMO

A new Gault&Millau addition, this outsider, perched above the ski resort in Furi, seduces with three signature ingredients: fresh mountain air, a stunning view and great dining. Marmo's slogan is “Good vibes, food and wines”, and it seems to thrive on contrasts: a historic setting run by a young team, quality ingredients in traditional dishes shaken up with a creative spin, cast iron and ceramic plates, and wines from here and abroad. The waft of baking cinnamon rolls is sometimes all it takes to draw you in. Menu staples include cheese fondue (with a truffle option) on Tuesday nights in winter and the Vienna-inspired schnitzel on Thursdays. And why not take a sledge down the hill after dinner?

marmo.swiss

Portfolio

Marco Schnyder
Passionate about Valais

Text Daniel Bauchervéz
Photos Marco Schnyder





Seen from Zermatt, the Bietschhorn rises over the Rhône Valley in the golden light of the setting sun. Beneath the clouds, the Matter Valley falls quiet.

On the slopes of Monte Rosa, the large Grenz Glacier, riddled with crevasses and seracs, unfolds beneath a stormy sky, upstream of the Gorner Glacier.







Among Marco's many agency clients, Air Zermatt holds a place of its own: conveying its image is like rubbing shoulders with a legend.

#helvet





We introduced you to him in 2021 in the pages of our partner magazine 30°. Born and raised in Valais, Marco Schnyder has become famous on Instagram thanks to the photos he posts of his dog Nala frolicking in the Swiss mountainsides. We meet him again, this time in Zermatt.

Back then, he was a just a young man, barely past his adolescence and full of zest, who spent his days crisscrossing the canton's most beautiful mountain landscapes with his chocolate lab glued to his side. When we featured him in the magazine, we contributed to the start of a new chapter in his life: that of a young photographer, who has since become a partner at a content creation agency, FreshFruits. In just four years, Marco's sphere of professional activity has expanded and now includes photography, video and social media. Along with an exciting, brand-new project: following the dogs of the search and rescue organisation Redog.

Nala, for her part, experienced a few health hiccups. There was a first surgery and then a second, followed by months of recovery and re-education, but she's back to being able to follow her master in his nomadic life and his hike adventures (although they are tamer these days), along with – the icing on the cake! – a new playmate and partner in crime: Sando. Nala is still the star of his iconic Instagram account Dogswiss, which has accumulated more than 70,000 followers over the years, even though Marco's busy professional life means he has less time to post.

While he did leave his village Bratsch for Eggerberg, near Viège, the young photographer is forever faithful to Valais' sunny side, its mountains that “feed the soul”, its forests, and its animals, both wild and on the farm. His favourites? The black nosed sheep that his family raises, of course. In fact, a photo he took of a sweet, young ewe – named Berta – kick-started his career, receiving the grand prize of the PR-Bild Awards 2017 in the Social Media category for Switzerland. It was a glorious beginning to a grand adventure that hinges on a profound love for Valais and everything it encompasses.

DESTINATION ZERMATT

Marco can see the Matter Valley from his home. Even if walking at a slow pace, it takes Marco less than an hour to find himself in the heart of Zermatt's wonderland. The young man makes the journey almost every week these days, especially since Air Zermatt became a recent agency client. “When we found ourselves in a helicopter, with the door open and a full view of the Matterhorn as we filmed a second helicopter flying over the mountain, I had the feeling like I was living a dream come true”, Marco said smiling.

Enveloped in graceful wisps of clouds beneath the twinkling stars of a winter's night, the iconic summit and all that surrounds it are there, immortalized, reassuring, unchanged, and constant, despite the scene's constant mutation. “It's always different depending on the season, the light, and the weather”, specifies the photographer, who finds himself constantly trying to photograph its thousand-and-one nuances in an attempt to “capture the breathtaking beauty of where we live”.

“These landscapes, as stunning as they are, make for incredible photographs”, added Marco. “The catastrophe that happened in Blatten this summer, reminds us how powerless we are is when faced with the destructive strength of the mountains”. It was a demonstration of sovereign power, which imposes its will on those who live at its feet, reminding us to stay humble and recognize our modest place in the hierarchy of the universe.

alpenfotografie.ch | fresh-fruits.ch

[@marcoschnyder](https://www.instagram.com/marcoschnyder) | [@dogswiss](https://www.instagram.com/dogswiss)

Giants of the Swiss Alps

Dams: heritage and the future of energy

Text Aurélie Michielin

Photos Grande Dixence SA | Valais-Wallis Promotion – Alban Mathieu

Switzerland: the land of chocolate, watches, banks... and dams. Few people know it, but this country has the highest density of dams in the world, which includes run-of-river structures and, above all, storage dams. For decades, this infrastructure has shaped both the Swiss landscape and the country's energy identity.

The history behind the country's hydraulic power really began to accelerate in the mid-20th century, when Switzerland, in a visionary and bold move, began to pursue unprecedented modernization. After the end of the Second World War, rising consumption and electrification meant that new means of production were required. Taking advantage of its unique topography and rich glacial reserves, Switzerland commissioned around a hundred large dams within just 20 years, mainly in the canton of Valais – which is home to Europe's largest concentration of glaciers.

THE “BLUE GOLD” RUSH

The long-isolated Alpine valleys suddenly found avenues for new prosperity. The work sites attracted vast numbers of labourers: thousands of Swiss and foreign workers came to contribute to building these monumental projects. For the Émosson Dam, which was commissioned in 1975, nine out of ten workers were Italian. In parallel, infrastructure was expanding nationwide: roads, housing, cable cars, bridges – all of which contributed to the growth of Alpine tourism.

But there was a dark side to this growth. Entire villages were submerged, ecosystems were disrupted and many workers lost their lives. The worst accident occurred at the Mattmark Dam construction site in 1965, when a glacier tongue collapsed onto workers' barracks, claiming the lives of 88 people.

SWISS-MADE INNOVATION

Today, there are 222 large dams in Switzerland, which have evolved to become symbols of engineering excellence, innovation and national pride. These dams, along with the smaller infrastructure involved in the complete hydropower process, provide Switzerland with virtually emission-free electricity. Until the early 1970s, hydropower supplied nearly 90% of Switzerland's electricity. Although activating nuclear power plants brought that percentage down to around 60% today, hydropower remains the backbone of the country's energy system, and Switzerland ranks sixth in Europe in terms of installed hydropower capacity.



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The Grande Dixence, the tallest gravity dam in the world (285 m), supplies electricity to more than half a million households.

From design and engineering to operation and maintenance, Switzerland masters the entire chain of expertise in this domain and exports its technical innovations globally to places like Norway, China and South America.

Because hydropower requires significant investment, its funding is based on a public or semi-public model, with the primary contracting authorities and developers being cantonal or municipal administrations, along with electric utility companies (which are often publicly owned). The success of this model revolves around key hydropower concessions: companies are given the right – by a canton or municipality – to use a watercourse for electricity production for limited periods, generally 80 years. In exchange, the operator pays fees and transfers ownership of the dam to the public once the concession period comes to an end.

AN UNCERTAIN FUTURE

Switzerland committed to gradually phasing out nuclear power and increasing renewable production in its 2050 Energy Strategy, which was approved by voters in 2017. In order to meet rising energy demands while also compensating for the closure of nuclear plants, a historic round-table discussion with cantons, operators, and environmental organizations began in 2020. It selected 16 hydropower projects – deemed “energetically promising and ecologically acceptable” – to benefit from new facilities, raised dam walls, expanded reservoirs, and extended pump-storage systems for improved energy storage and grid balancing.

But the future of Swiss hydropower now faces new challenges. Suitable location sites have become scarce, approval procedures are lengthy, and profitability is uncertain in an electricity market where prices remain relatively low. Another serious concern is that the first concessions are approaching their end, which means the future governance of these concrete giants will need to be redefined. What com-

pany would invest hundreds of millions of Swiss Francs in a dam that has uncertain ownership rights and residual value?

Climate change has also become another increasingly important factor. Large dams are primarily fed by glacial meltwater and require hydrologic balance in order to regulate water flow, prevent floods and secure water reserves during (increasingly frequent) droughts. Scientists now predict that half of Switzerland’s glaciers will disappear by 2100, risking the future utility of the dams... while, paradoxically, making them even more essential. The Gornerli reservoir project in Valais, a flagship of the round-table discussion, illustrates the challenge of reconciling energy production, water management and protection of nature.

REINVENTING THE BALANCE

Even though voters overwhelmingly approved a 2024 law aimed at boosting domestic renewable electricity production, administrative delays, local opposition, and environmental or landscape concerns still hinder many projects. However, in late September 2025, Parliament adopted a “law to accelerate procedures”, designed to simplify planning and authorization for renewable energy projects of national interest. Whether these measures will be enough to convert political intent into tangible progress remains to be seen.

So, what does the future have in store? If the electricity agreement between Switzerland and the European Union enters into force, it could open new prospects – like integration into the European electricity market or greater value for pumped-storage power – but it could also lead to a potential loss of flexibility in managing and leveraging Switzerland’s hydropower resources. Only time will tell whether the country can harmoniously combine energy independence, respect for nature and the legacy of its “water cathedrals” – these monuments of the past that continue to power the future.

Patrouille des Glaciers 2026

The heroes route

Text Daniel Bauchervéz

Photos Pascal Gertschen | Gérard Berthoud

The 25th edition of Switzerland's most famous (biennial) ski-mountaineering race, linking Zermatt (or Arolla) to Verbier, will take place 13-19 April 2026. We sit down with the new director from Swiss Romandy, Brigadier General Yves Charrière.



VALAIS. ENGRAVED ON MY HEART.

visitvalais.ch



Three men (or women) roped together for 57.5 km at high altitudes, the equivalent of 110 km in terms of effort. Add 4,386 m of positive altitude change, with skis on, from one hill to another. The Patrouille des Glaciers is back with all of its sweat, tenacity, exhaustion, solidarity and emotions. The most serious competitors have their eyes on the current record time, established in 2018 by an Italian team, a prodigious 5 hours 35 minutes and 27 seconds.

Brigadier General Charrière, this summer you succeeded Brigadier General Sieber to lead the Patrouille des Glaciers (PdG). What led to you taking on this role? I had no idea who from the army had submitted my name for consideration to the Federal Council, and I was incredibly happy and honoured to learn that I had been selected to fulfil this role. My career path has seen me in several functions and commands over the past 35 years of service, notably within general military staff for large units and then, after being named General Officer in 2018, as the replacement Major of Territorial Division 1 (editor's note: the six French-speaking cantons plus Bern). I then directed and developed my own company and technical office with around 20 collaborators. I'm still Chairman, although these days I do not actively participate in operational functions. I was also elected Executive President of my municipality, Aubonne. In short,

I have a lot of military, economic and political experiences that contribute to my role with the PdG.

What feelings does this nomination evoke for you? Pride, honour, humility and respect.

Are there any changes planned for the 2026 edition of the PdG? My predecessor, Brigadier General Sieber, had already charted a perfect plan for PdG 2026, I simply continued his work. This edition will have a separate women's division for the first time and also embodies a stronger collaboration between the army and the Patrouille des Glaciers Foundation. Otherwise, there have been no major changes, but many small improvements in regard to route security, the services offered to participants and the relationships we have with the municipalities that honour us by welcoming us, including all of our vendors. And of course – above all, I should say – that the winning troop performs their service in a way that brings added value to military training. At the end of the day, that aspect of this competition means a lot to me personally. The PdG is a military race that's open to civilians; one of its goals is to contribute to the learnings of our general staff and our troops who work in high mountain environments.

pdg.ch

Stefan Engström

Serial skier and serial entrepreneur

Text Claude Hervé-Bazin

Photos The Mountain Studio

Back to a more discreet life-style, Stefan Engström rose to prominence in the 1970s and 1980s as one of Sweden's top – and first – freestyle skiers. A genius co-founder of Peak Performance and several other sportswear brands, he is now devoting himself to his latest venture: The Mountain Studio, based in Zermatt.



With his hyper-fluid style and constant smile, Stefan Engström is still a tireless trailblazer on the slopes.



Now 65 years old, Stefan Engström remains insatiable. His latest venture: *The Mountain Studio*, a brand that's 100% Zermatt.



There's a fairy-tale feel to this story. Once upon a time, on the outskirts of Stockholm, a boy hopped on his skis and hurtled down the neighbouring hills. Stefan Engström wasn't even ten yet. Commonplace? Maybe today, but not at the time. Stenmark hadn't come along yet, and very few people skied back then in Sweden.

Way west, close to the Norwegian border, Sälen was just a few streets dotted with purple lupins in summer and snow-drifts in winter. It is in this discreet resort, made famous by the Vasaloppet cross-country ski race, that Stefan really made his first marks. Then, at age 15, a summer camp took him north of the Arctic Circle to meet his future. For him, skiing was to be moguls, freestyle, and parties in between every landing.

The energy of the seventies propelled him into the national team and towards several World Cup podiums – and even two victories. His ego was satisfied. But what next? Stefan's unbridled enthusiasm led him to SOS, the sportswear brand that sponsored the Swedish freestyle team. At just 23, it wasn't about playing CEO, sitting in a fat chair and smoking cigars, but doing everything at once – “a crash course in learning.”

THE PEAK PERFORMANCE ADVENTURE

In 1986, then age 26, Stefan Engström decided to go his own way. In Åre, with his mates Peter Blom and curler Christer

Mårtensson, he started his own business: first a clothing and ski equipment shop, then quickly their own line of sportswear. Quality, functionality, Scandinavian design – the three pillars of Peak Performance were planted. The brand was the first in the country to use Gore-Tex. Sales doubled every year, forcing the trio to come up with every kind of solution – from finding a factory in Portugal to avoiding cash-flow problems. A decade later, the brand was sold. Two decades later, Stefan Engström set sail, having made his fortune. But the man couldn't stay put for long... The following year, he was propelled to the head of J.Lindeberg, a Swedish sports and fashion clothing line that was struggling to keep up with success.

Restructuring, reorganisation, and the addition of a new ski collection brought J.Lindeberg back on track, tripling its sales. Always eager to explore new business ideas and trends, Stefan still had one foot in the door when he hurtled down yet another new path, launching another company – this one based on a direct online sales model: Stellar Equipment. The catalogue featured all the technical equipment for skiing, hiking, and climbing, designed from innovative, high-quality materials.

THE MOUNTAIN STUDIO: THE MADE IN ZERMATT BRAND

Although never one to take it easy – whether in life or on the slopes – at the dawn of the new millennium, Stefan finally





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hestragloves.com



eased back a little. He spent time in Verbier, then in Zermatt, 'for its very long skiing season'... The entrepreneur decided to settle down here, built a house at the edge of the slopes, hit the runs almost every morning as soon as the lifts opened, and embraced the alpine resort lifestyle Zermatt is famed for.

Resting, Stefan? Not for long. Skiing down the Klein Matterhorn or dining around Zermatt's best restaurants, bonds were naturally formed. Between two schuss runs, Marcel Hirscher, the 2018 double Olympic champion (in giant slalom and combined), came aboard the Swede's circle of friends. A perfectionist, hailed as the best alpine skier in history, with a total of 67 World Cup race wins, Hirscher was considering his next big move after his recent retirement. Should he go for his own brand of skis (he has: now Van Deer)? Or embark on Stefan's latest idea? So he did. Both. The two had much to share: a love of skiing, the mountains, and good equipment. So why not launch a new brand? No sooner said than done. A company was set up as equal

partners, investors followed, and a versatile collection was designed and personally tested in Zermatt and Engelberg. Hence, The Mountain Studio was born. 'A small range of purpose-built, carefully curated garments for advanced skiing, outdoor activities, and mountain living – including hiking, biking, training, and everyday wear. High-quality, stylish products, designed in Switzerland and produced with environmental considerations in mind,' explains Stefan Engström. The spirit? 'Buy less, use more.'

'Our main customers are primarily avid sports enthusiasts, but they also care about their appearance,' explains the Swede. 'Our icon products? Our Gore-Tex Z-2 jacket and our reversible double-duty down jackets – one side for the resort, the other for the city. We have also developed Alp-3, our own stretch fabric for ski jackets.' On the team: nothing but snow sports professionals, including a few local big names.

the-mountain-studio.com

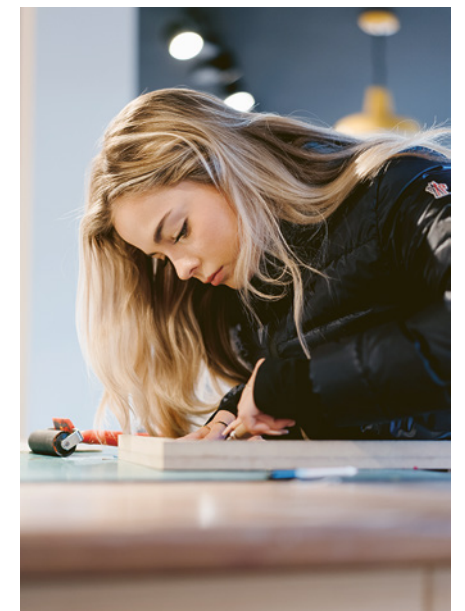
A Swiss education

The mountain as a classroom

Text Claude Hervé-Bazin

Photos Verbier International School

Does increasing the altitude improve education? To learn better, should one study *and* ski? Since the late 19th century, elite private schools – inspired by British boarding schools – have proliferated in the Swiss mountains. Why are they such a success?



It likely all began with the creation of a boy's boarding school by writer and educator Rodolphe Töpffer in the 1820s. He designed Rousseau-inspired course curriculums that integrated experiences in the area's Alpine nature for his students, many of whom were foreigners. But it wasn't until almost a half century later, in 1880, that the Institut Le Rosey was founded in Rolle (Vaud), becoming a model of its kind. This elite Swiss boarding school, located within a prestigious, medieval castle, is highly selective, offers bilingual education, emphasizes sport as an incentive for learning and provides a sense of community. It's a well-defined model that will soon reach as far as the shores of Lake Geneva.

In 1915, spurred by the First World War, Le Rosey set course for Gstaad for the winter. A trial run that quickly became the norm, then a tradition, contributing to the resort's booming growth, where several wealthy families settled. Why? Primarily because of the mountains' powerful educational potential: sports like skiing, ice skating and mountaineering help forge character, instil discipline and encourage endurance, empowerment, maturity, resilience and team spirit...

VIÑAS

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to name just a few of the benefits. And, of course, there's the added bonus of the students' parents being able to network.

BECOME THE BEST VERSION OF YOURSELF

At the time, the Collège Alpin International Beau Soleil, which had been in Gstaad since 1910, had already moved to Villars-sur-Ollon's sunny plateau at 1,300 m in altitude. After the Second World War, three more schools were founded within three years, all of which are still active today – La Garenne International School in 1947, Préfleur International Alpine School in 1948, and Aiglon College in Chesières, in 1949.

All of them are still primarily based on the British boarding school model, emphasising their high standing, quest for excellence, small class sizes and high level of personalisation – for studies that often begin in early childhood. The schools are also often influenced by the Montessori method or Austrian Rudolf Steiner's holistic education approach, which relies heavily on the integration of the arts and manual labour. While run at first by their essentially English and French founders, these elite Swiss boarding schools began little by little to attract candidates from all four corners of the globe, reinforcing socialization, language practice and a potentially powerful future network for their students.

Over time, the goals evolved: as the world globalised, it became more about preparing for international exams and increasing both mobility and adaptability on a global level. In contrast to the demagogic influences of the past few years, the schools have strongly emphasised humanist values and the central role of multilateralism. Education is bilingual or entirely in English, with options to obtain a French Baccalauréat, British A-Level, Swiss Maturité or an IB (International Baccalaureate) upon completion of studies.

A (VERY) DYNAMIC EDUCATION

The security and quality of life that Switzerland in general (and Valais' ski resorts in particular) offers have been attracting increasing numbers of wealthy foreign residents. This new boom led to the 2011 founding of the Verbier International School, whose mantra is to “educate beyond the curriculum” and shape world citizens who are sharp, integrated, independent and creative. How exactly? Using a holistic approach that offers multiple sources of learning and experience, like debates, theatre, fine arts and even cooking classes, plus cultural visits, hikes and other sport activities that span dozens of other domains. Take for example the sport-study *Ski Race Academy* program or the *Freeride Academy* program, which include glacier outings in Zermatt and Saas Fee. It was a success, which inspired the creation of the Copperfield International School, also in Verbier – until the two schools unified in summer 2025, under the aegis of Duke's Education, and inaugurated the new Trois Cimes campus premises (with an adjoining sports centre).

On the other side of the valley, in the heart of Crans Montana, the Le Régent International School (the youngest of the Swiss international boarding schools, founded in 2015) adopted a similar philosophy, expressed through their unique educational model: learning with the head, heart, and hand (h³). All classes are in English with obligatory French classes. It offers “experiential learning” with orientation courses in a plethora of options from music to yoga, debating, eloquence, robotics, mountain biking or hockey. The goal is to enhance development to help children reach their full potential, build practical skills and strong character that will last a lifetime and shape responsible citizens, entrepreneurs and leaders who are conscious of their social (and even environmental) role, ultimately having a positive impact on the future of the world. A core mission and enormous ambition to prepare students to excel in all their pursuits.



Rolex
Perpetual 1908

1908: the year Rolex was created by Hans Wilsdorf. More than a century later, this new watch perpetuates the core aesthetics of Rolex's origins in a 39 mm case in grey 18K gold – or 950 platinum – with a polished finish. Uniting delicacy and performance, the self-winding movement integrates a small-seconds sub-dial at 6 o'clock, a stop-seconds function and a “Superlative Chronometer” certification. The strap? Stunning alligator leather.

[rolex.com](https://www.rolex.com)



Omega
Speedmaster Grey Side of the Moon

This astral gem pays homage to spatial exploration with its 44.25 mm polished-brushed and plasma-treated ceramic case, grey dial and new movement decoration that's precisely laser-engraved to recreate the Moon's surface topography. The ensemble boasts three sub-dials (30 min, 12 h and small seconds) and a tachymeter scale. The backside of the watch features a tribute to Astronaut Jim Lovell, with the engraved quote: “The Moon is Essentially Grey”.

[omegawatches.com](https://www.omegawatches.com)



IWC
Ingenieur Automatic 35

This beautiful timepiece embodies IWC Schaffhausen's sporty-chic DNA in an even more compact format, with a 35.1 mm case that's just 9.4 mm thick. It's main characteristics? A fine, grid-patterned steel dial, which is as elegant as it is discreet, a date window at 3 o'clock, a bezel with five screws and an integrated bracelet made of matching materials. The manufacture self-winding calibre offers a 42-hour power reserve.

[iwc.com](https://www.iwc.com)



Tissot
PRC 100 Solar 39 mm

Precision and solar energy unite in the unique design of the Tissot PRC 100 Solar collection. Thanks to the pioneering Lightmaster Solar Quartz movement, which takes advantage of photovoltaic energy, the watch offers up to 14 months of autonomy after a single full charge. It has a dodecagonal bezel, a clean 39 mm dial, luminescent hands and an interchangeable strap for a style that's simultaneously sporty and elegant.

[tissotwatches.com](https://www.tissotwatches.com)

#watches



Chopard
Alpine Eagle 41

One of the things we immediately love, in this dial that has textures inspired by an eagle's iris, is its magnificent pine colour, which is obtained through a PVD treatment that makes the Roman numerals and rhodium-plated, luminescent indexes pop. It's both minimalist and exceptional at the same time, housed within a stainless-steel 41 mm case and powered by a manufacture COSC-certified calibre that boasts a 60-hour power reserve.

[chopard.com](https://www.chopard.com)



Patek Philippe
Calatrava Pilot Travel Time
5524G-010

Pilot's watches, and especially vintage ones, have soared in popularity the past few years, and this new timepiece by Patek Philippe is the best example to come out of 2025. Undoubtedly seductive, the watch boasts a white gold case that's graced with an elegant ivory lacquered dial and a khaki green composite-material strap with a fabric pattern. Among its prized complications: indications for two time zones and day/night (local and home).

[patek.com](https://www.patek.com)



Frédérique Constant
Highlife Ladies Quartz

With a 31 mm case that's just 7.29 mm thick, this watch merges feminine proportions with modern elegance and refined finesse. Waterproof up to 50 m, it's powered by a FC 240 Quartz calibre with a 60-month power reserve. The dial features the date at 3 o'clock, double indexes at 12 o'clock, single indexes at 6 and 9 o'clock, and 8 diamonds as the other hour markers. The integrated steel bracelet is interchangeable with a rubber version.

[frederiqueconstant.com](https://www.frederiqueconstant.com)



Longines
Spirit Flyback

With over a century of aviation heritage to their name, Longines revealed a new and highly seductive version of the Spirit Pilot Flyback for 2025. This revised chronograph flyback stays true to the aesthetic of the original collection, featuring a 39.5 mm stainless steel case with a bi-directional rotating bezel, a 30-minute counter at 3 o'clock and a small seconds sub-dial at 9 o'clock. It has a 68-hour power reserve and is COSC-certified.

[longines.com](https://www.longines.com)

#watches

Hamilton
Khaki Field Mechanical 38mm
Zermatt Exclusive Edition

This classic military watch has been revamped with care, featuring a graduated 24-hour dial housed within a 38 mm matte steel vintage-style case, powered by a manual H-50 calibre with up to 80 hours of power reserve. The icy atmosphere of the Matterhorn is at the heart of this (very) special limited edition, which is only available in the Hamilton boutique in Zermatt. It's sure to seduce all mountain lovers!

hamiltonwatch.com

Norqain
Independence Skeleton 40mm

The 40 mm stainless steel case with diamond-like carbon coating, skeletonised dial, diamond-cut faceted hour and minute hands filled with white Super-LumiNova®, and its brushed, polished and sandblasted finishings give this watch its strong character – completed by its khaki or black “Milanaise” rubber strap. It's powered by the automatic manufacture calibre NB08S, which is COSC-chronometer certified.

norqain.com

Breitling
Superocean Heritage B31 Automatic 42

These hypnotically coloured diving watches cleverly combine heritage and modern performance. On one hand, the key elements of the collection: a clean dial, a date window at 6 o'clock and the signature Breitling spear-and-arrow hands. a steel 42 mm case and a rubber strap. The unidirectional bezel has a ceramic insert, powered by the self-winding, manufacture B31 calibre that has a 78-hour power reserve.

breitling.com

Swatch
Olive Rush

This Quartz-powered chronograph assumes a modern military style. It features a textured, silicone strap, a matte dark green tachymeter scale bezel and khaki green sub-dials – which contrast beautifully with the 42 mm matte black case (in resin), the textured black dial and (for a playful touch!) the light blue, luminescent watch hands. It's assuredly bold! There's also a discreet date window at 3 o'clock.

swatch.com

#trends



1

2



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4



5



6



1. The Mountain Studio D-8 T Pertex Techno Down Jacket the-mountain-studio.com
2. Burberry Reversible B Shield Cashmere Scarf ch.burberry.com
3. Peak Performance PP Hat, double-layer knit peakperformance.com
4. Panerai Submersible Marina Militare panerai.com
5. Scarpa Ski Mountaineering Boots F1 SE scarpa.com
6. Arcteryx Granville 25 Backpack arcteryx.com

#trends

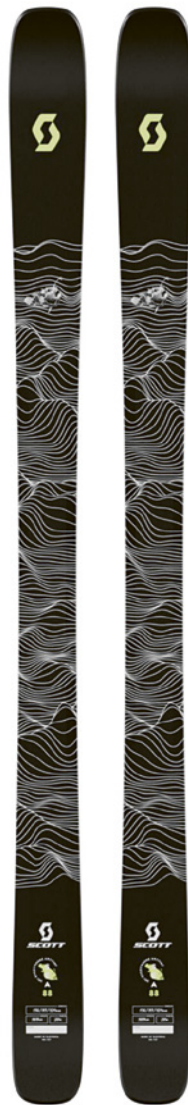


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5



- 1. **Fusalp Barys** down jacket in khaki ultra-matte material ch.fusalp.com
- 2. **Hestra Diorit** gloves hestragloves.eu
- 3. **Scott SEA 88** ski scott-sports.com
- 4. **Oakley Ski helmet MOD7** oakley.com
- 5. **Mammut Treeline 3 in 1 HS** hooded jacket mammut.com

#trends

1



2



3



4



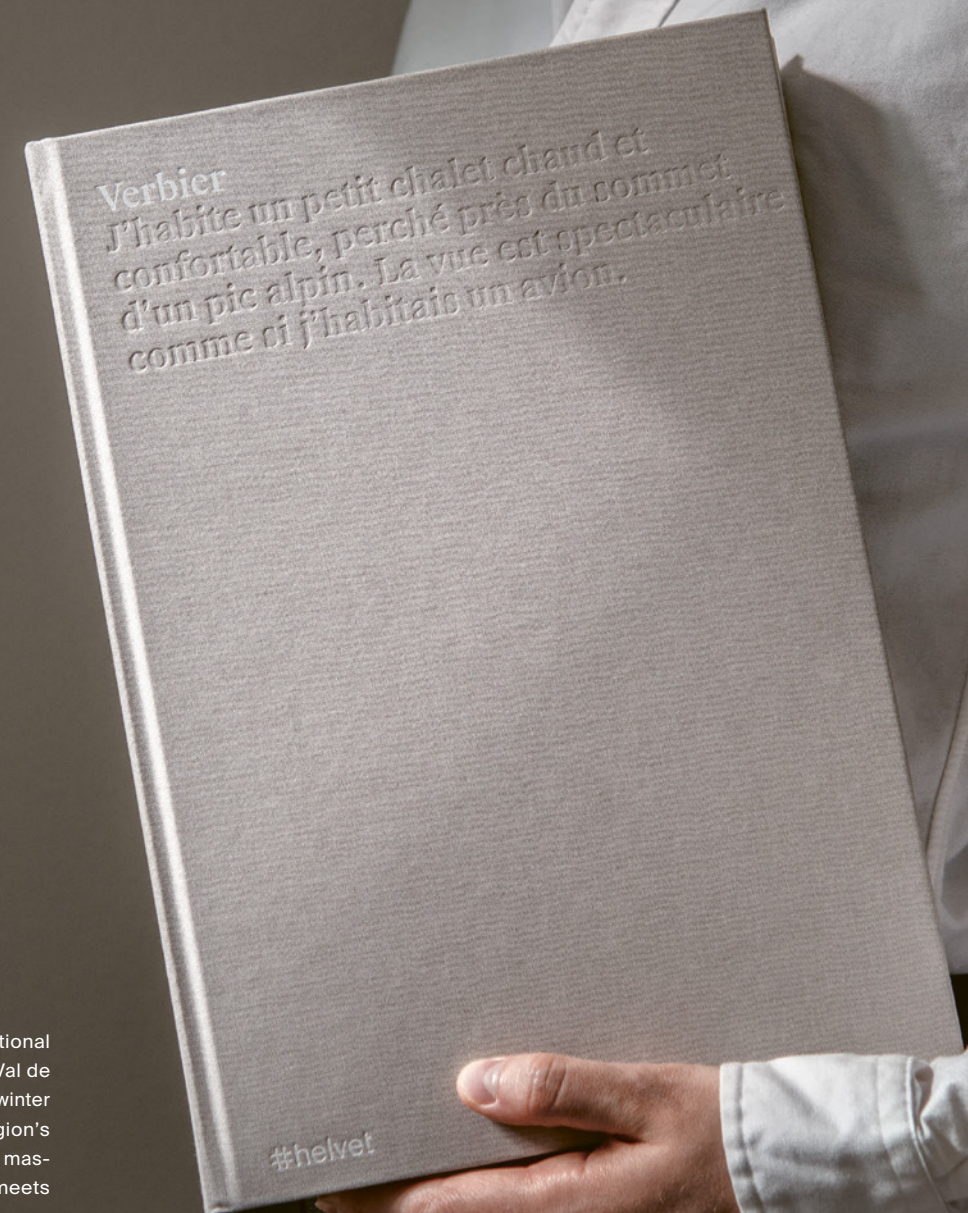
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1. **Alpinte Matterhorn Wine Glass** alpinte.ch
2. **Louis Roederer Champagne Rosé 2017** louis-roederer.com
3. **Nohrd Bike V2** nohrd.com
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